

SUMMER ■ 2011

Breastfeeding Kentucky

Welcome to the Lactation Information Network of Kentucky

The Lactation Improvement Network of Kentucky (LINK) was formed to help protect, promote, and support breastfeeding across the state. We believe that breastfeeding is the natural step after pregnancy and delivery, as is evidenced by its prevention of disease in both mother and child.

LINK's goal is to help mothers, their healthcare providers, and our societies understand that:

- The majority of women are capable of successfully breastfeeding their babies;
- Labor and delivery and newborn care practices can either promote successful breastfeeding or hinder it;
- Human milk is not only the best form of infant nutrition, it is also the standard;
- Nursing at the breast is needed to promote normal development of the oral and nasal cavities;
- Mothers can continue to breastfeed even if they have to return to school or work; and
- Everyone can play a part in supporting breastfeeding mothers and babies.

LINK includes members from concerned mothers to pediatricians. A broad spectrum of support is important when the goal is to create social change and make nursing normal.

As part of the process of becoming a formal organization, we have recently elected our first LINK officers:

- President: Cerise Bouchard, BA, CLC;
- Vice President: Jackie Walters, BS, MBA, RD;
- Secretary: Cathy Brunner, RN, CLC; and
- Treasurer: Kelli L. Johnson, MS, RD, LD, CLC.

This is a diverse and energetic group. We are so fortunate to have them as our leaders in LINK.

Another exciting development for LINK has been the new LINK website: www.breastfeedinglink.org. Please visit our website often to stay up to date on news and events across the state of Kentucky. While visiting the site, be sure to read short biographies of our new officers and learn more about our coalition.

Also, as part of the website, you may view "[The Strategic Plan for Improving Breastfeeding Rates in Kentucky](#)" published by the Kentucky WIC Program in conjunction with LINK in April 2011. The plan outlines objectives and strategies in six important areas. LINK has a work group dedicated to each of these areas.

We welcome you to join LINK. Visit our website to download a commitment form and get involved!

President's Letter



Greetings!

I am so excited to have such a wonderful group of professionals along on this journey of establishing LINK and determining the role our first state-wide breastfeeding coalition will play in improving breastfeeding outcomes

and experiences in our state. I am so impressed and encouraged by the amount of work and progress each of the committees has already made. Kudos to you for your hard work and dedication to the strategic plan!

As breastfeeding professionals and advocates, we've known for a long time what changes need to be made

to offer families the best support possible to increase their chances of success and we've spent the last year outlining our goals to achieve that. We've also known the benefits to our culture as a whole – healthier people, lower costs for families and governments, happier planet, etc. With the establishment of LINK, we finally have a unified network to work toward improving opportunities for babies all over our state. And isn't LINK the perfect name to reflect the way we are all coming together from different areas, regional coalitions, public and private sectors to achieve these goals?

So powerful is the light of unity that it can illuminate the whole earth. - Bahá'u'lláh

Cerise Bouchard, CLC
LINK President

Rock and Relax at the Kentucky State Fair



Once again Louisville Metro Health and Wellness and Baptist Hospital East have teamed up to co-sponsor the "Rock and Relax" Room at the Kentucky State Fair!

The Rock and Relax Room provides mothers with a

private place to feed, change, and rock their babies while raising awareness of the health benefits of breastfeeding. The staffing is provided by personnel from local health departments, the state health department, and Baptist East with approximately 50 volunteers putting in over 300 hours. Health experts are available to answer questions about breastfeeding and parenting.

"Rock and Relax" is open during the fair from 10 a.m. to 9 p.m. and is located in South Wing B as part of "Kids Biz". The room features:

- Hand washing facility;
- Sanitary changing area;
- Disposable diapers and wipes;
- Rocking chairs;
- Maternal and child health information; and
- Door prizes.

If you would like to volunteer to work in the Rock and Relax Room, please contact Barbara Ruedel (barbararuedel@louisvilleky.gov). Shifts are from 10 a.m.—3:30 p.m. and 3:30 p.m.—9 p.m.

The Kentucky State Fair begins August 18th and continues through August 28th, 2011 at Louisville's Kentucky Fair and Exposition Center.

Kentucky's 2nd Annual Breastfeeding Summit

Marlene Goodlett, MS, RD, LD, CLC

State WIC Breastfeeding Coordinator

Kentucky's 2nd Annual Breastfeeding Summit was held April 13, 2011 in Louisville at the Kentucky International Convention Center. The Summit was again provided in cooperation with the Kentucky Dietetic Association (KDA) as part of their annual conference. We would like to thank KDA for again allowing us to take part in their Food and Nutrition Conference and Exhibition.

We would also like to thank each of you who attended this important summit. We had approximately 120 total attendees representing a broad cross-section of breastfeeding supporters, including breastfeeding mothers, peer counselors, registered nurses, registered dietitians, La Leche League members, lactation consultants, college professors, and students. We also had attendees from multiple hospitals across the Commonwealth. This diversity will help us move forward as we rolled out the State Plan during this meeting.

This Summit featured national recognized speakers, including Dr. William Hacker, Dr. Ruth Shepherd, and Kiran Saluja. Dr. William Hacker, Commissioner of Public Health, provided the summit attendees with a welcome and set the stage for an informative and productive summit. Dr. Hacker emphasized the benefits of breastfeeding and how Kentucky has a long way to go to meet the Healthy People 2020 goals.

Dr. Ruth Shepherd, Division Director of the Department of Public Health, Maternal and Child Health Division, presented on Breastfeeding and Childhood Obesity. Dr. Shepherd provided evidence-based research and information about how breastfeeding can decrease a child's risk of developing childhood obesity.

Kiran Saluja, Director of the Public Health Foundation (PHFE) WIC Program and Chair of the National WIC Association (NWA), provided a very entertaining presentation about the best practices of the PHFE WIC Program in California. Ms. Saluja presented her WIC

agencies breastfeeding support activities that have helped them increase breastfeeding rates in their county and agency.

Fran Hawkins, Manager of Nutrition Services Branch, presented the State Plan to all summit participants. The State Plan highlights strategies and action steps for each objective area. A brief overview was provided to give participants details on each objective area. This presentation also introduced Lactation Improvement Network of Kentucky (LINK), Kentucky's statewide breastfeeding coalition.

The most beneficial part of the summit was the committee work. Summit participants were asked to divide into the six main topic areas: Maternity Care and Hospital Practices, Support for Breastfeeding in the Workplace, Peer Support, Educating Mothers and Families, Healthcare Professional Support, and Media and Social Marketing. Each committee began to develop how

they would be working toward accomplishing the strategies and action steps to help increase breastfeeding rates in Kentucky.

Bi-monthly conference calls will be held to help breastfeeding supporters stay connected. These conference calls will have three (3) parts. They will consist of the LINK Business Meetings, State Plan update meeting, and the Center for Disease Control (CDC) conference calls on breastfeeding. These conference calls will take place August 9, October 11, and December 13 from 12:30-3:00 (EST). Please see article on page four for more information and conference call location. Please contact Marlene Goodlett at marlene.goodlett@ky.gov for more information or to join a committee.

Again, thank you for your continued support and for attending the 2nd Annual Breastfeeding Summit as we continue to "Shape the Future!"



LINK Conference Calls

The Lactation Improvement Network of Kentucky has scheduled bi-monthly conference calls to coincide with the Center for Disease Control (CDC)/United States Breastfeeding Committee (USBC) conference calls. All breastfeeding supporters are invited to attend these conference call sessions.

There are 15 locations across the state in which individuals can access these conference calls. These conference calls will take place on the second Tuesday

of the month from 12:30 p.m. (EST) until 3:00 p.m. (EST)

The dates of the remaining 2011 conference calls are: August 9, October 11, and December 13.

Listed below are the locations of the conference calls and the contact information. Please email the contact person to inform them that you will be attending and to learn specifics of the call location. If you have any other questions please contact marlene.goodlett@ky.gov.

City	Location	Contact Person
Somerset	Lake Cumberland District Health Department	Ann Stevens ReginaA.Stevens@lcdhd.org
Lexington	Lexington Fayette County Health Department	Doraine Bailey DoraineF.Bailey@ky.gov
Ashland	Ashland/Boyd County Health Department	Jennifer Burchett JenniferM.Burchett@ky.gov
Bowling Green	Barren River District Health Department	Susan Brown SusanH.Brown@ky.gov or Dana O'Meallie Bennett Dana.Bennett@ky.gov
Paintsville	Johnson County Health Department	Jan Johnson JanE.Johnson@ky.gov
Elizabethtown	Hardin Memorial Hospital	Samantha Port sport@hmh.net
Whitesburg	Letcher County Health Department-	Karen Pelfrey KarenS.Pelfrey@ky.gov
Madisonville	Location to be announced	Rene' Cartwright DebbieR.Cartwright@ky.gov
Owensboro	Green River District Health Department-	Merritt Thomas Merritt.Thomas@ky.gov
Morehead	Rowan County Health Department	Lora Gullett LoraE.Gullett@ky.gov
Murray	Calloway County Health Department	Johnna Black JohnnaF.Black@ky.gov
Edgewood	Northern Kentucky Health Department	Nancy Merk Nancy.Merk@nkyhealth.org
London	Laurel County Health Department	Sandy Gregory SandraL.Gregory@ky.gov
Louisville	Louisville Metro Health Department	Shannon Perez- ShannonRPerez@gmail.com
Frankfort	Cabinet for Health and Family Services	Marlene Goodlett Marlene.Goodlett@ky.gov

World Breastfeeding Week 2011

Content adapted from the WABA website, www.worldbreastfeedingweek.org.

This year's theme established by the World Alliance for Breastfeeding Advocacy (WABA) is: *"Talk to Me: Breastfeeding, a 3-D Experience."*

When we look at breastfeeding support, we tend to see it in two-dimensions: time (from pre-pregnancy to weaning) and place (the home, community, health care system, etc). But neither has much impact without a THIRD dimension - communication!

Communication is an essential part of protecting, promoting and supporting breastfeeding. We live in a world where individuals and global communities connect across small and great distances at an instant's notice. New lines of communication are being created every day, and we have the ability to use these information channels to broaden our horizons and spread breastfeeding information beyond our immediate time and place to activate important dialogue.

For the WBW 2011 "Talk to Me!" theme, the "3D" aspect of communication speaks to YOU! You as a caregiver (past, present, future); you as an integral member of society; you as a receiver and giver of

knowledge and support; and you as the young person thinking of this issue for the first time. Each of us plays a variety of roles and has the most powerful tool needed – a voice to talk to others about why breastfeeding matters, not only for health and well-being, but also for the environment, for women's rights, and for social advancement. Let's enhance the perception and knowledge about breastfeeding, and bring the dialogue to life, making this year's World Breastfeeding Week (WBW) celebration a true 3D experience: an opportunity for outreach, an investment in a healthy future, and ultimately, a unifying lens through which to see the world.

"Yes! Talk to me about Breastfeeding Event" Online Mosaic

If you plan to organize a WBW event, big or small, tell WABA about it and they will share your event with the rest of the world. Just complete the online pledge form at <http://www.worldbreastfeedingweek.org/pledgeform.shtml> or download a form from www.worldbreastfeedingweek.org and send the completed form along with your picture to WABA wbw@waba.org.my. They will create a "Speech bubble" with your picture and information about your event and post it on the World Wall Mosaic on the WBW website. You can send the information before or after the event.

ILCA and World Breastfeeding Week 2011

Content adapted from the ILCA website, www.ilca.org.

ILCA has expanded on WABA's theme of communication with *"Breastfeeding Support: Stay Connected!"* They are focusing on that 'third dimension' through digital media, as so many young families around the world use internet and mobile phone platforms for information and social support. As a focus, ILCA's 2011 logo is a mobile phone featuring a mother, baby, and support person! ILCA has again produced their WBW Action Kit, along with a number of fun promotional items like pens, onesies, buttons, badge holders, and even a water-resistant 'media keeper' for your cell phone or mp3 player. Visit the World Breastfeeding Week section of the ILCA Bookstore for more details: www.ilca.org.

Text Message Challenge: Breastfeeding-related Abbreviations

If you use text messaging with your mobile device, you probably use some kind of abbreviations. Do you have any abbreviations you use for breastfeeding discussions or counseling? ILCA is compiling a list of suggestions for English abbreviations as part of their World Breastfeeding Week activities. Email your suggestions to Doraine Bailey at Doraine4ilca@hotmail.com.



Important Dates to Remember

July 13-17, 2011

ILCA Annual Conference

San Diego, CA

www.ilca.org

August 9, 2011

LINK Conference Call/CDC-USBC Teleconference

12:30—3:00 Eastern

Fifteen locations across the state. Please see article on page four for more information.

August 18—August 28, 2011

Rock and Relax

Kentucky State Fair

Louisville, KY

Located in South Wing B as part of Kidz Biz. Sponsored by the Louisville Metro Department of Health and Wellness and Baptist Hospital East.

August 19, 2011

“Every Week Counts” Conference

Hardin Memorial Hospital

Elizabethtown, KY

9:30—2:15 Eastern

For more information, please contact

Samantha Port

sport@hnh.net

August 24, 2011

Eastern Kentucky Breastfeeding Coalition Conference

Paintsville, KY

Featuring Diane Wiessinger

For more information, please contact

Jan Johnson

(606) 437-5500 ext. 590

JanE.Johnson@ky.gov

You may also visit the LINK website to download conference brochure and registration form:

www.breastfeedinglink.org

August 26, 2011

Western KY Breastfeeding Coalition Annual Conference

Bowling Green, KY

Featuring Diane Wiessinger

Registration is not yet open

September 9, 2011

KLIC Annual Conference

Louisville, KY

Featuring Kathy Kendall-Tackett and Glenda Adams

For updated information, please visit the KLIC website:

www.klicbreastfeeding.org

September 21, 2011

3rd Annual Breastfeeding Golf Scramble

Bowling Green, KY

For more information, please contact:

Dana O’Meallie

(270) 237-4423

Dana.Bennett@ky.gov

September 26-30, 2011

Certified Lactation Specialist (CLS) Course

Laurel County Health Department

London, KY

Sponsored by: Kentucky Nutrition Services Branch and the Laurel County Health Department

LEC is providing 40 hours CERP/CEUs

For more information, please contact:

Marlene Goodlett

(502) 564-3827 ext 3612

Marlene.Goodlett@ky.gov

October 11, 2011

LINK Conference Call/CDC-USBC Teleconference

12:30—3:00 Eastern

Fifteen locations across the state. Please see article on page four for more information.



This institution is an equal opportunity provider.
WIC is a registered service of the U.S. Department of Agriculture
for USDA's Special Supplemental Nutrition Program for
Women, Infants and Children.

